

Message Text

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70

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 PA-01 PRS-01 BIB-01 USIA-06

CIAE-00 INR-07 NSAE-00 AID-05 FRB-03 CIEP-01 OMB-01

OPIC-03 SP-02 TRSE-00 /051 W
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R 251420Z APR 75

FM AMEMBASSY ATHENS
TO SECSTATE WASHDC 8525
INFO USDOC WASHDC
AMEMBASSY PARIS

LIMITED OFFICIAL USE ATHENS 3204

E.O. 11652: N/A

TAGS: ETEL, GR

SUBJECT: SPECULATION ABOUT ADOPTION OF COLOR TV SYSTEM FOR GREECE

1. ACCORDING TO GREEK PRESS, DURING HIS RECENT TRIP TO PARIS, PRIME MINISTER CONSTANTINE CARAMANLIS OFFERED SELECTION "IN PRINCIPLE" BY GREECE OF SECAM, THE FRENCH COLOR TV SYSTEM.
2. EMBASSY HAS BEEN UNABLE TO VERIFY PRESS REPORT, OR IF PM ACTUALLY MADE PLEDGE, DEGREE OF GOG COMMITMENT OFFERED. IN CHECKING WITH GOVERNMENT AGENCIES CONCERNED, EMBASSY COULD DETECT NO SUGGESTION THAT ANY COLOR TV SYSTEM HAS THUS FAR BEEN ADOPTED. OFFICIAL OF GENERAL DIRECTORATE OF TELECOMMUNICATIONS, MINISTRY OF TRANSPORT AND COMMUNICATIONS TOLD EMBREP THAT, BEFORE DEPARTURE FOR PARIS, PRIME MINISTER'S STAFF REQUESTED REPORT ON IMPACT OF INTRODUCTION OF COLOR TV IN GREECE. GENERAL DIRECTORATE REPLIED THAT DURING FIRST EIGHT YEARS OF SYSTEM'S OPERATION THERE WOULD BE DEMAND FOR 400,000 COLOR TV SETS, WHICH WOULD

HAVE TO EITHER BE IMPORTED OR ASSEMBLED LOCALLY AT DOLS 400 MILLION COST. ORIGINAL OF TV SETS WOULD TO LARGE EXTENT BE DETERMINED BY COLOR TV SYSTEM ADOPTED. TV TRANSMITTERS PRESENTLY IN OPERATION CAN EMIT COLOR SIGNAL UNDER EITHER SYSTEM, BUT TV STUDIOS
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WOULD HAVE TO BE REEQUIPPED TO HANDLE COLOR TRANSMISSIONS BY

IMPORTED EQUIPMENT WORTH ABOUT DOLS 40 MILLION.

3. EMBASSY WILL CONTINUE WATCHING CLOSELY DEVELOPMENTS THIS
IMPORTANT MATTER.
KUBISCH

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TELEVISION SYSTEMS, TELECOMMUNICATION AGREEMENTS, NEGOTIATIONS
Control Number: n/a
Copy: SINGLE
Draft Date: 25 APR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: MorefiRH
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975ATHENS03204
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750146-0541
From: ATHENS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750414/aaaaamqt.tel
Line Count: 66
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: MorefiRH
Review Comment: n/a
Review Content Flags:
Review Date: 21 MAY 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <21 MAY 2003 by BoyleJA>; APPROVED <21 MAY 2003 by MorefiRH>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: SPECULATION ABOUT ADOPTION OF COLOR TV SYSTEM FOR GREECE
TAGS: ETEL, GR, FR, (CARAMANLIS, CONSTANTINE)
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006